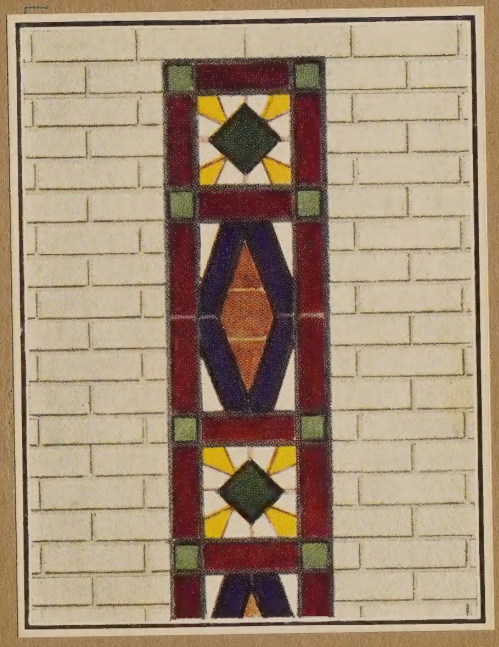
POLYCHROMATIC DECORATION



VOLUME 1
NUMBER 5

EQUITABLE BOOK

A. I. A. FILE
NUMBER 3-f-25

AVERY LIBRARY
COLUMBIA UNIVERSITY

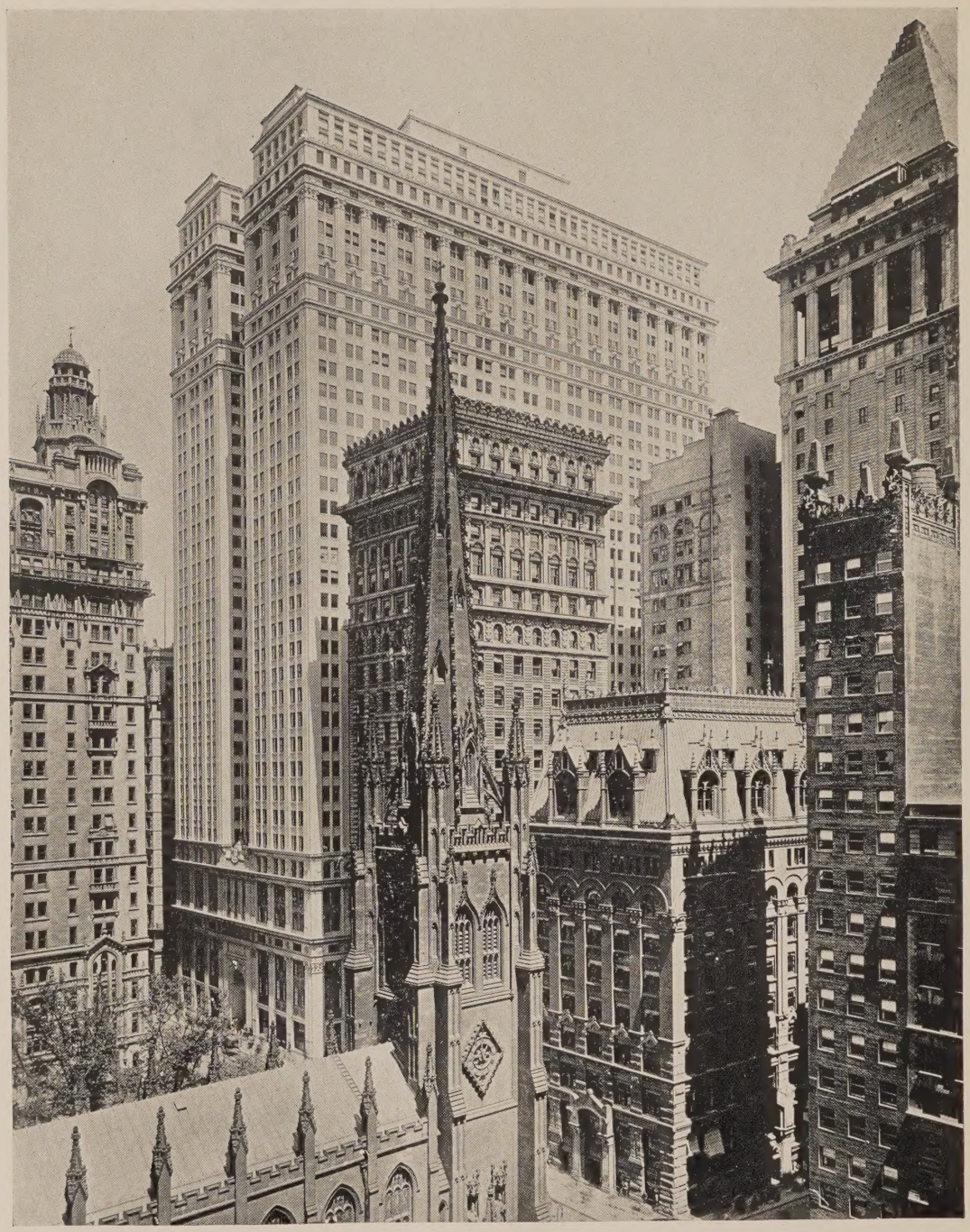
Copyright 1917
Hydraulic-Press Brick Company

POLYCHROMATIC DECORATION: A BROCHURE SERIES PRESENTED BY THE HYDRAULIC-PRESS BRICK COMPANY

Hy-tex

The Standard of Quality in Brick

EQUITABLE BOOK
VOLUME I NUMBER 5
MCMXXVII



Equitable Life Assurance Building, New York, N. Y.
E. R. Graham, Architect

Classics
AT
820
H996

"WHEN that great giant of the financial district, EQUITABLE LIFE ASSURANCE SOCIETY BUILDING, was erected a few years ago, it marked an epoch in the face brick industry. EQUITABLE BRICK: a wonderful face brick for monumental work, — starts white and remains so and commands the gaze of passers-by. Its use is, therefore, a thing of valuable publicity."

HERBERT D. LOUNSBURY

HY-TEX EQUITABLE BRICK

WHEN the erection of the Equitable Building in New York was being planned and the material for exterior facing was a serious problem, the Hydraulic-Press Brick Company presented to the Architects for consideration the first surfaced brick. This was adopted and the product was designated "Equitable" Brick—of which, since that time, many millions have been furnished for public and private work.

This brick was evolved through a desire to obtain a surface brilliant in its light reflecting qualities, yet without glare, and which could be easily cleaned to restore its original freshness.

Equitable Brick furnishes the designer the white and very light grey scale of his polychromatic palette, with the advantage of a surface readily combining with other brick surfaces, as well as with stone and terra cotta.

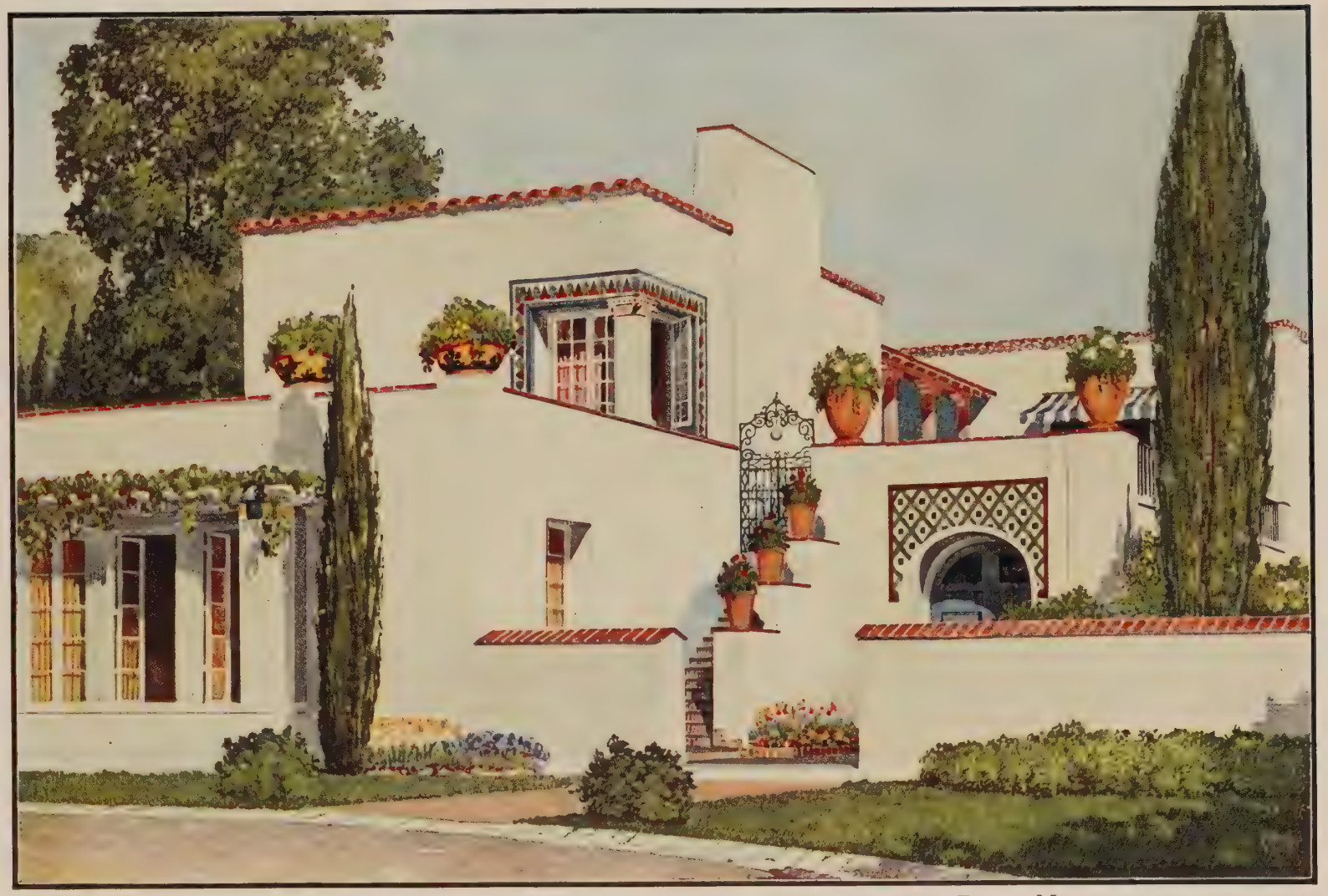
The well-known and general application of the product is in the strictly utilitarian field of light courts, commercial and municipal interiors—such as warehouses, fire stations, public baths, subways, and municipal building corridors and record rooms, where it is necessary to secure with minimum expense for maintenance and cleaning, permanent walls with maximum light reflecting surfaces.

However, Equitable Brick furnishes a most desirable medium in unusual fields. Combining with our polychromatic Enamel brick mosaics, it offers wonderful opportunities in the design of high-class commercial structures and in this field is well worthy of most careful study. Where white or light surfaces are essential in design, the permanent result secured by Equitable Brick suggests its application to various types of domestic architecture.

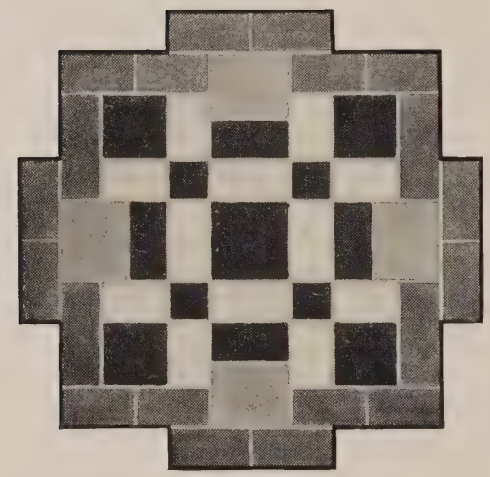
Those who are familiar with Hy-tex products need no other assurance that this brick is proof against crazing, peeling, scaling and discolorations.

Equitable Brick with its light surfaces ranging from white to cool grey, is a delightful material with which to express the charm of design based on sub-tropical architecture—whether inspired by the so-called Spanish type or other examples of the Mediterranean shores.

When brilliancy of color decoration is a requisite to design, mosaics of Enamel brick, through the inspiration of the creative mind of the designer, become an integral part of the whole.



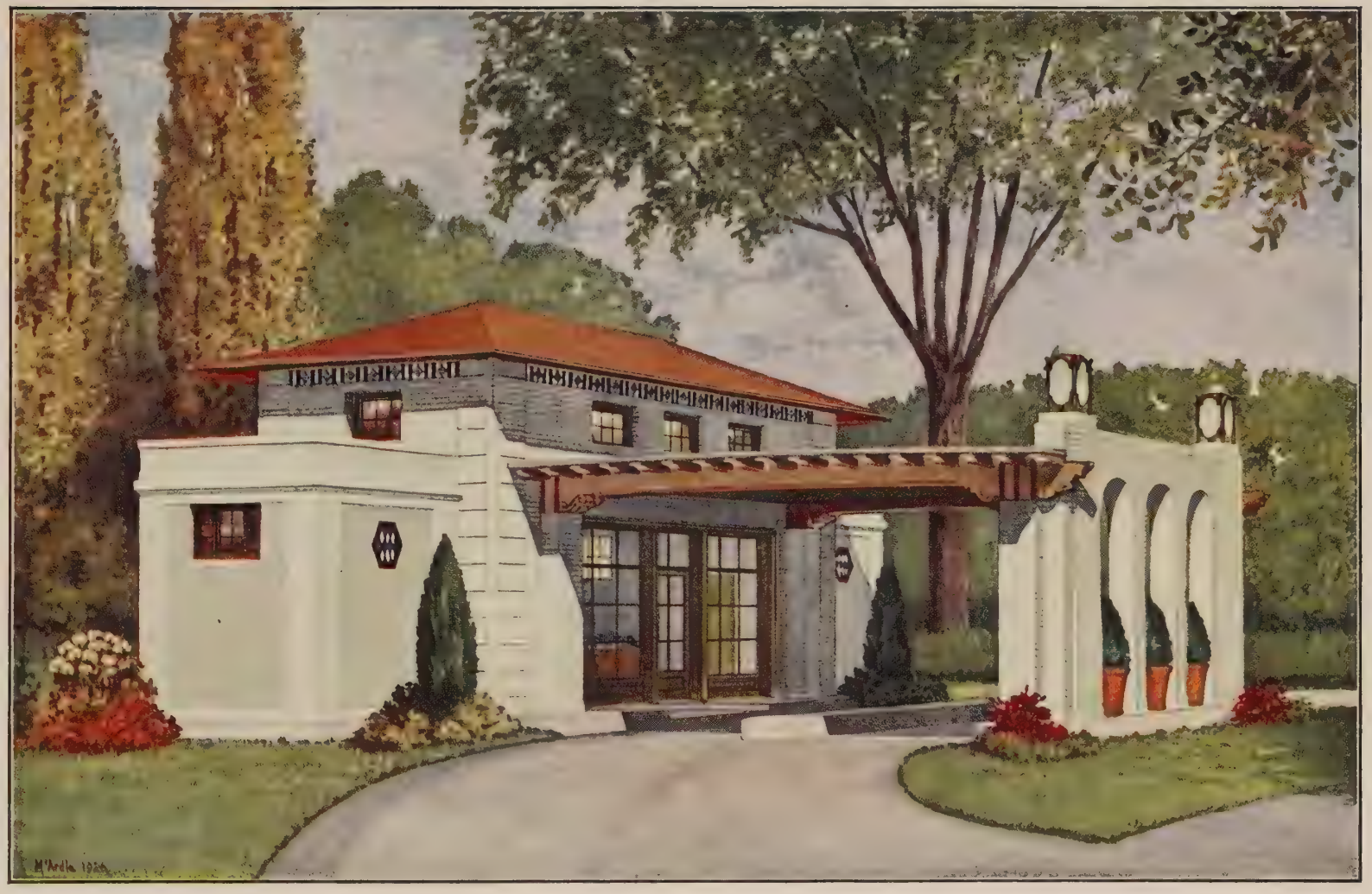
HY-TEX EQUITABLE BRICK APPLIED TO MAJOR DOMESTIC USES—PLATE NO. 1



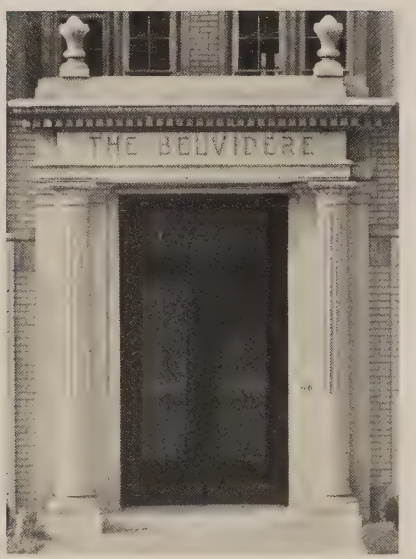
One of the most essential structures in modern civilization is the filling station. There is no reason why these should not be attractive in design and pleasing in color.

Equitable brick furnishes a delightful surface and the possibilities of polychromatic treatment through the use of Enamel mosaics, give ample opportunity to build these necessary structures so that they will be a welcome addition to civic beauty.

Equitable brick, with its surface impervious to stain, can be easily cleaned of oil and grease.



HY-TEX EQUITABLE BRICK APPLIED TO MINOR COMMERCIAL USE—PLATE NO. 1



For the University, the Library, the Civic Centre, Equitable brick, with its white or pearly grey wall accented with brilliant color in Enamel mosaic, forms an inspiring mass worthy of the pride of its builders and a suitable heritage for the coming generations.

HY-TEX EQUITABLE BRICK APPLIED TO MAJOR COMMERCIAL USE
PLATE NO. 2

The indefinable something called "style" which is so essential in advertising value to the exclusive shop is achieved through the charm of Equitable brick in its lighter tones accented with color decoration, thus forming a striking and distinctive note dominant in the drab of adjacent buildings.

HY-TEX EQUITABLE BRICK APPLIED TO MAJOR COMMERCIAL USE
PLATE NO. 3

The white mass of the Builders Building, conspicuous in its magnitude, even among the monumental buildings of the great Chicago business district, becomes a brilliant landmark. It is faced with Equitable brick.

HY-TEX EQUITABLE BRICK APPLIED TO MAJOR COMMERCIAL USE
PLATE NO. 4

New York adds to its wonderful buildings the Savoy-Plaza Hotel, situated at the entrance to Central Park. Through its refined and dignified design and the soft white of its wall of Equitable brick, it becomes one of the most attractive buildings in a city noted for daring and beautiful solutions of the American problem of design.

HY-TEX EQUITABLE BRICK APPLIED TO MAJOR COMMERCIAL USE
PLATE NO. 5

Hurt Building, Atlanta, Georgia

Realty Construction Co., Owners. Hugh Pallant, Architect

Cleveland Discount Building, Cleveland, Ohio
Walker & Weeks, Architects

Brooklyn Edison Building, N. W. Cor. Willoughby and Pearl Streets, Brooklyn, New York
McKenzie-Voorhees & Gmelin, Architects

Broad Street Telephone Exchange, New York, N. Y.
McKenzie-Voorhees & Gmelin, Architects

American Express Company Building, Broadway near Wall Street, New York, N. Y.
Renwick, Aspinwall & Tucker, Architects

110 William Street Building, New York, N. Y.
Frank H. Quinby, Architect

Hotel Cleveland, Cleveland, Ohio

George B. Post & Sons and Graham, Anderson, Probst & White, Architects

Moline Trust & Savings Bank, Moline, Illinois
Crevin & Horn, Architects

Rider College, Trenton, N. J.
W. W. Slack, Architect

Siegel Garage, Detroit, Michigan
Albert Kahn, Architect

Municipal Building, Roanoke, Virginia
Frye & Chesterman, Architects

Cleveland Clinic Building, Cleveland, Ohio
S. H. Ellenbe, Architect

La Banque Nationale Building, Chicoutimi, Quebec, Canada
A. Lamontagne, Architect

Belvidere Apartments, 45th and Walnut Streets, Philadelphia, Pennsylvania
E. Allen Wilson, Architect

B. S. Moss Theatre, New York, N. Y.
Eugene De Rosa, Architect

Machinists Union Building, Washington, D. C.
Milburn—Heister & Company, Architects

W. F. Armstrong Residence, Savannah, Georgia
Henrick Wallin, Architect

Wm. E. Bock Residence, Toledo, Ohio
G. B. Rheinfranck, Architect

Interior of Engine House
25th and Ritner Streets, Philadelphia, Pennsylvania
P. H. Johnson, Architect

AUDITORIUM
Sherman Ward School, Toledo, Ohio
Edwin M. Gee, Supervising Architect, Board of Education

GYMNASIUM
Tower Hill School, Wilmington, Delaware
Brown & Whiteside, Architects

ENGINE ROOM
Philadelphia General Hospital, 34th and Pine Streets, Philadelphia, Pennsylvania
P. H. Johnson, Architect

Hallway Interior
151st Street, New York, N. Y.
C. B. Myers, Architect

Upper Trim
Curtis Publishing Co. Building, 7th and Chestnut Streets, Philadelphia, Pennsylvania
Horace Trumbauer, Architect

Willys-Overland Administration Building, Toledo, Ohio
Mills, Rhines, Bellman & Nordhoff, Architects

KITCHEN
Misericordia Hospital, 54th Street and Cedar Avenue, Philadelphia, Pennsylvania
T. Ferdinand Darang, Architect

Drill Hall
First Squadron Cavalry, Pennsylvania National Guard, 33d and Lancaster Avenue,
Philadelphia, Pennsylvania
P. H. Johnson, Architect

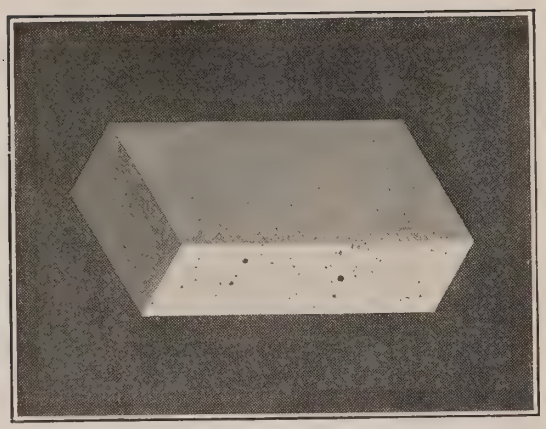
Elevated Station, Frankford, Philadelphia, Pennsylvania
Department of City Transit, Carl B. Zelinziger, Architect

EQUITABLE BRICK SHAPES

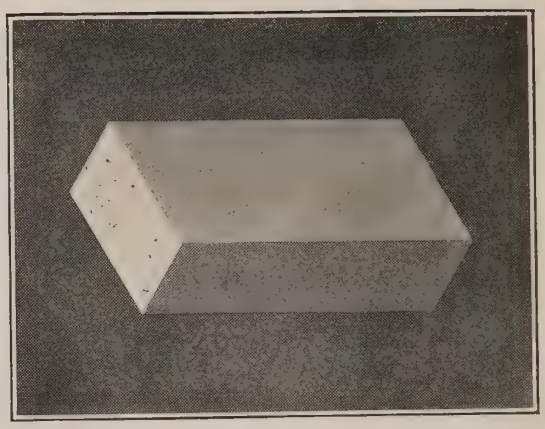
THE molded shapes shown in the following pages are designed to meet all normal requirements of exterior and interior construction.

"Winslow Equitables" are made in White and several shades of Grey. Being flat in tone, and having the appearance of dressed stone, they create an effect of dignity and beauty and are successfully used not only in monumental buildings, but for smaller structures. They are equally satisfactory for use in courts where light without glare is wanted, and for interiors —where sanitary, spotless and easily cleaned walls are desired.

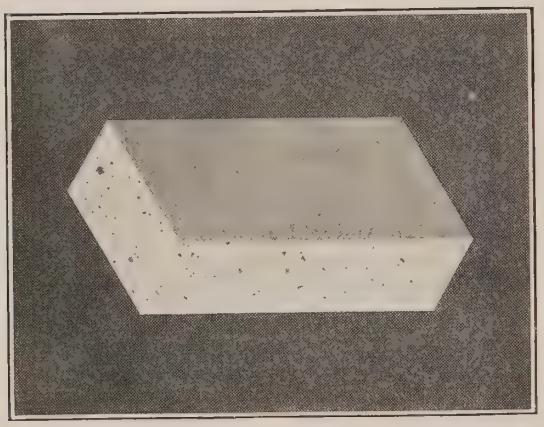
The average size of Equitable brick is 8 inches long, 3⅞ inches wide and 2¼ inches thick.



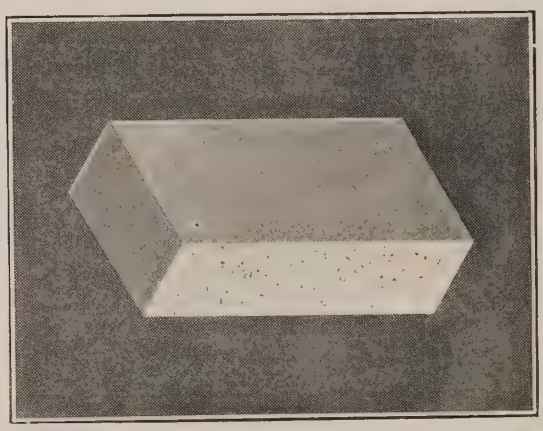
Shape No. 2100—Stretcher



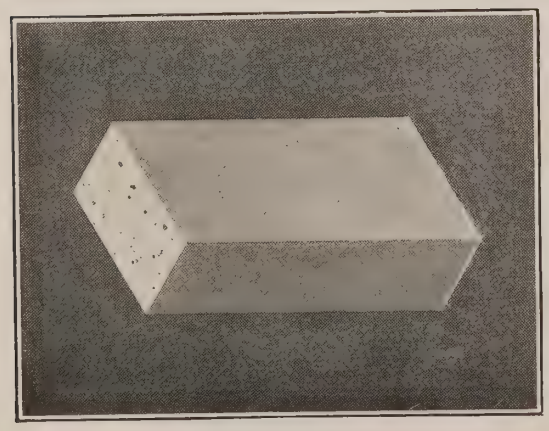
Shape No. 2101—Header



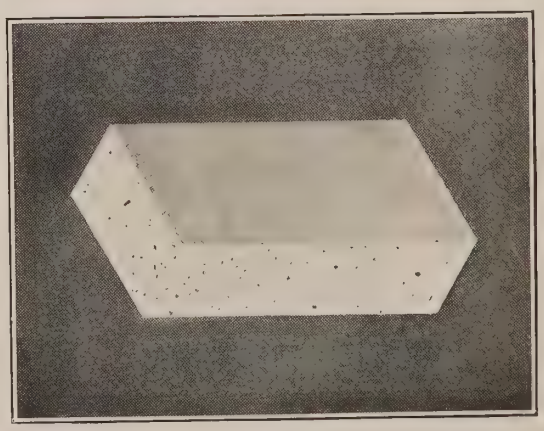
Shape No. 2102—Return



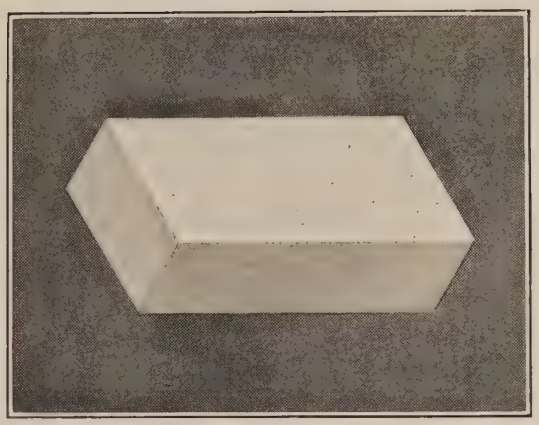
Shape No. 2120—Stretcher Double. (Finish on Both Stretcher Faces)



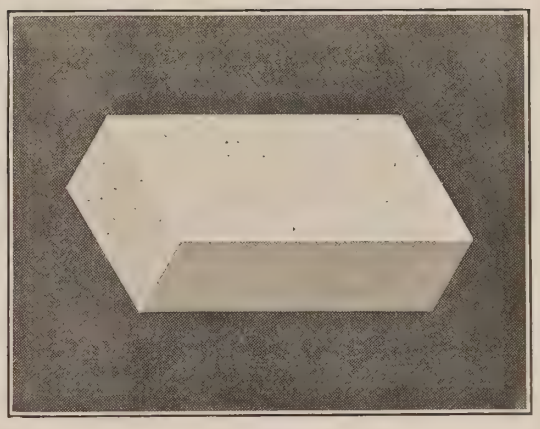
Shape No. 2121—Header Double. (Finish on Both Header Faces)



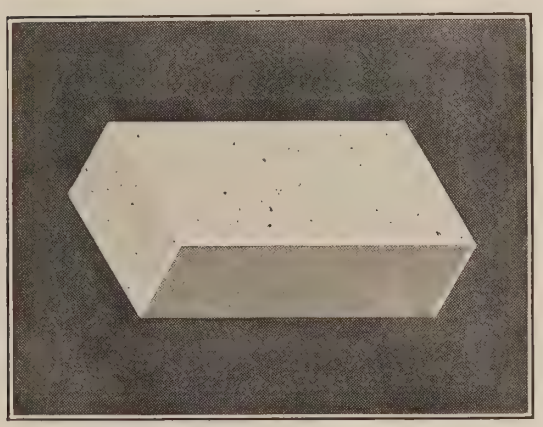
Shape No. 2122—Return Double. (Finish on Stretcher Face and Both Header Faces)



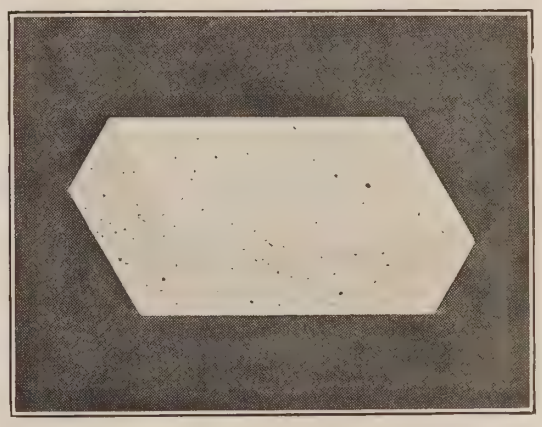
Shape No. 2200—Flatter



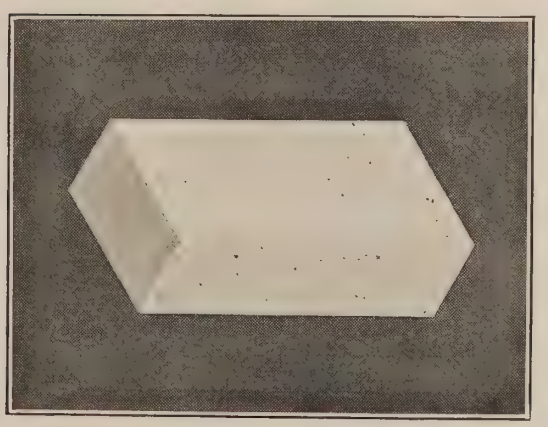
Shape No. 2202—Flatter Return



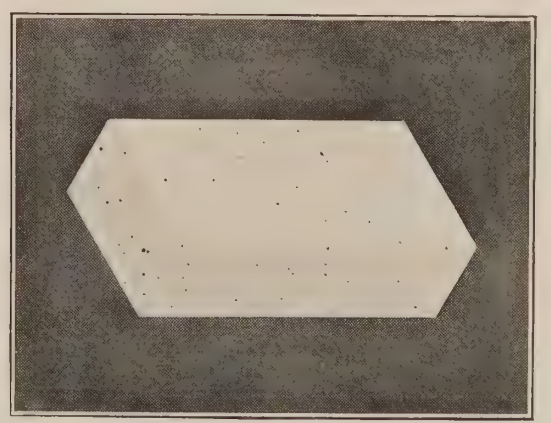
Shape No. 2222—Flatter Return Double



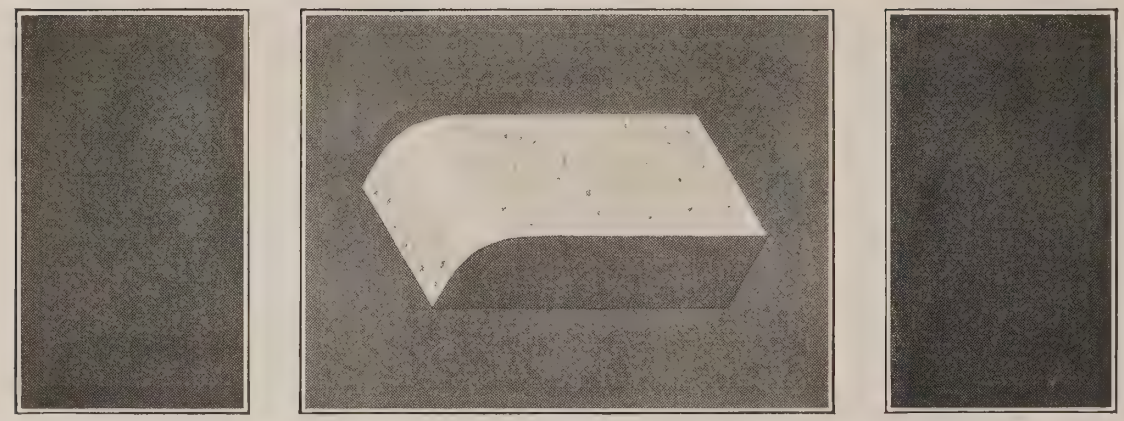
Shape No. 2224-Left. Flatter Return and Stretcher. (Made in Rights and Lefts—Left Return Shown.)



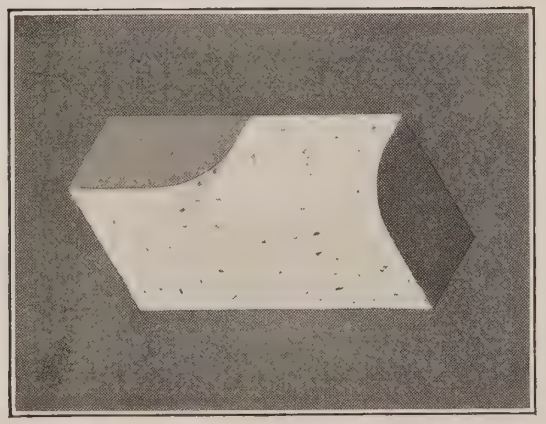
Shape No. 2330—Flatter and Stretcher



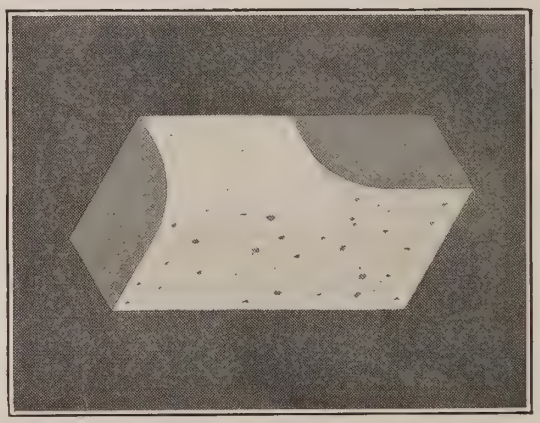
Shape No. 2332—Flatter Return Double and Stretcher



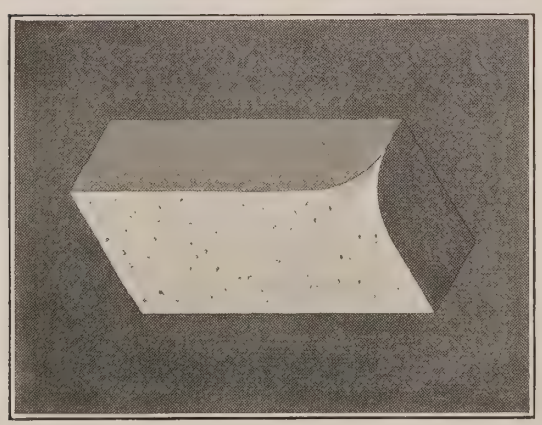
Shape No 2203—Bullnose Flatter External



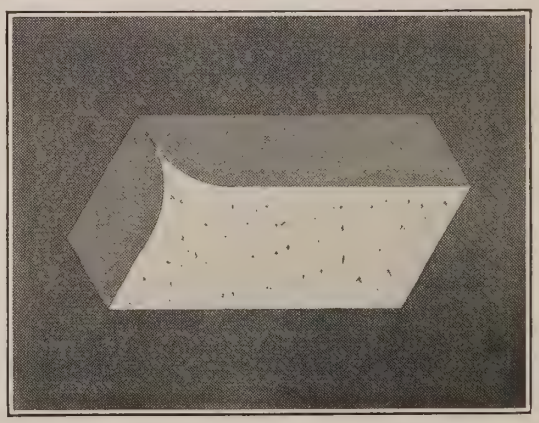
Shape No. 2206-Left. Bullnose Flatter Panel Mitre



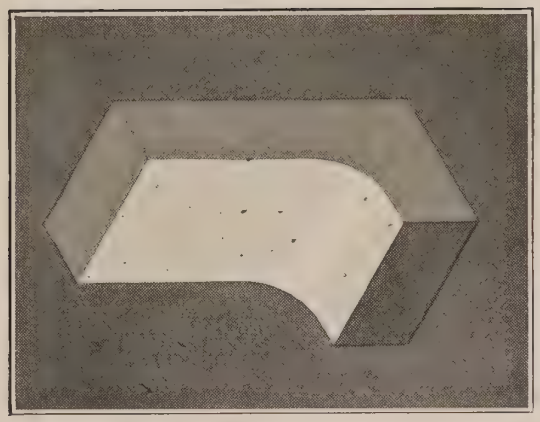
Shape No. 2206-Right. Bullnose Flatter Panel Mitre



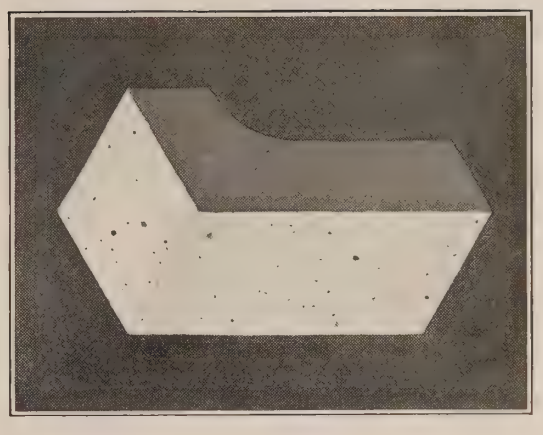
Shape No. 2207-Left. Bullnose Flatter Mitre



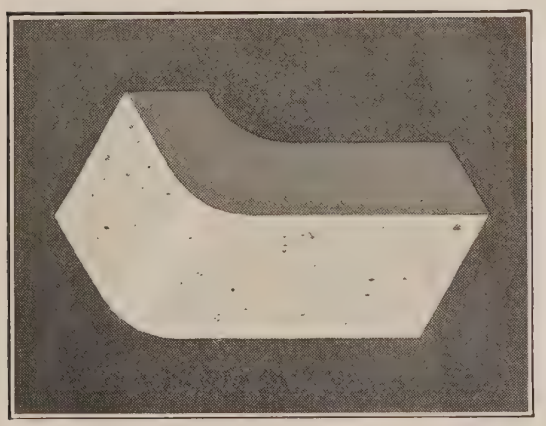
Shape No. 2207-Right. Bullnose Flatter Mitre



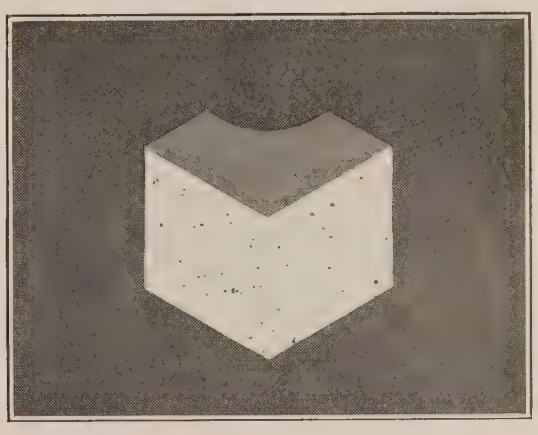
Shape No. 2210. Bullnose Flatter Internal—Special



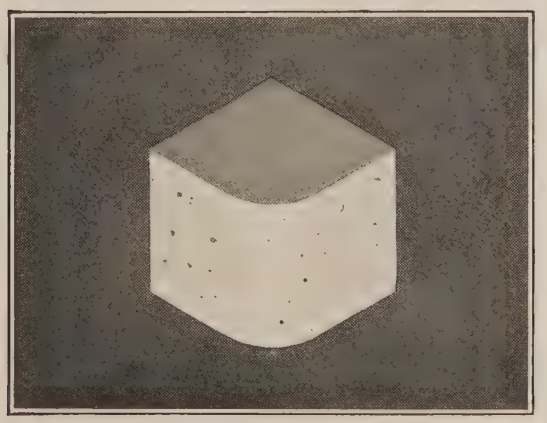
Shape No. 2232. Flatter Return—Special



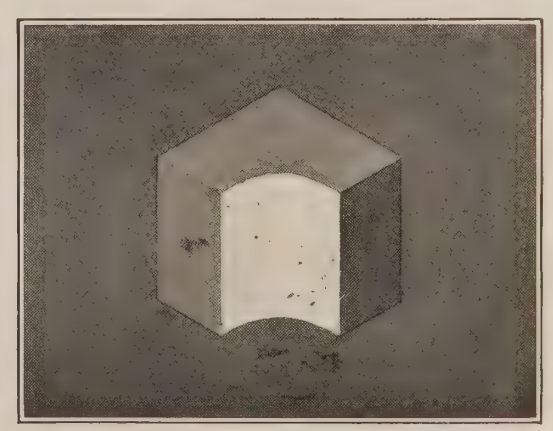
Shape No. 2233. Bullnose Flatter External—Special



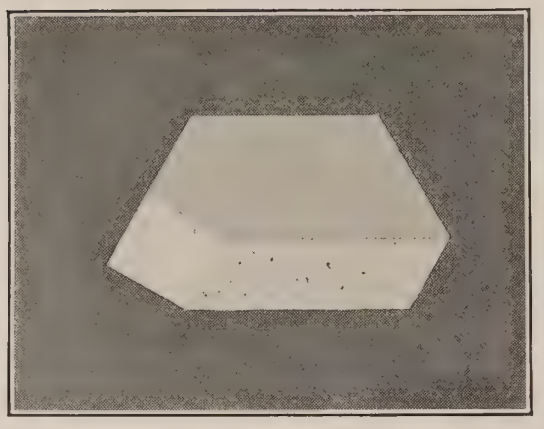
Shape No. 2602—Square Return for Standard Rowlock



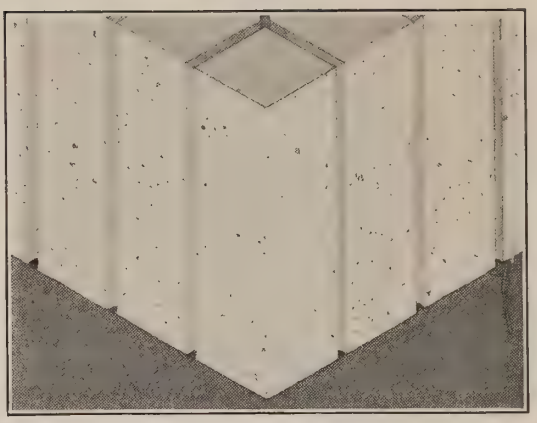
Shape No. 2603—External Round Return for Standard Rowlock



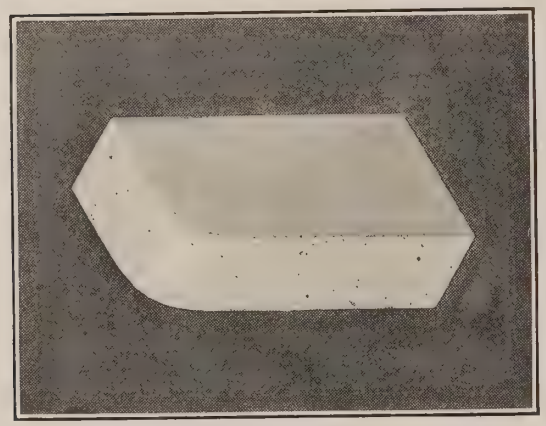
Shape No. 2605—Internal Round Return for Standard Rowlock



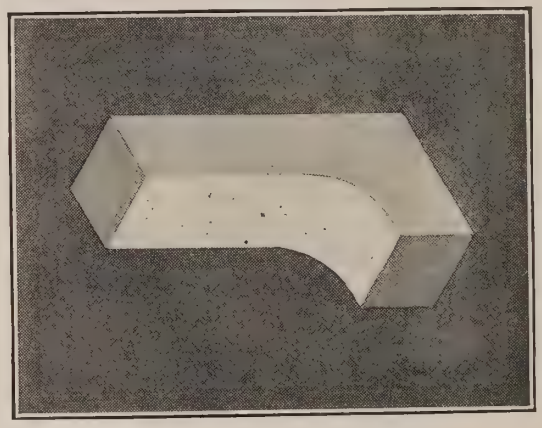
Shape No. 2600—Octagon External



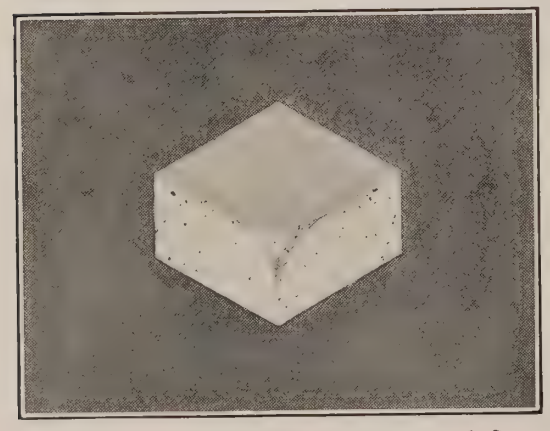
Shape No. 2622-A—Soap Return.
Shape No. 2622-B—Soap Stretcher



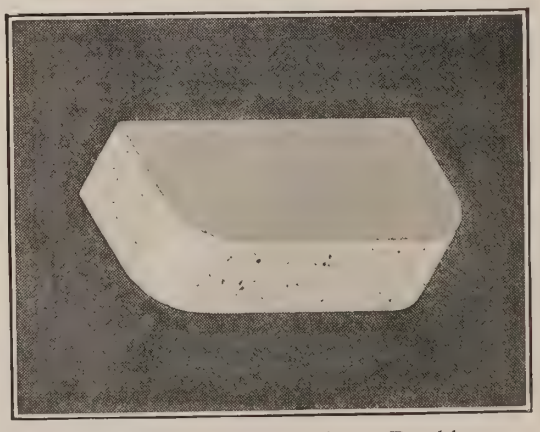
Shape No. 2500—Bullnose External



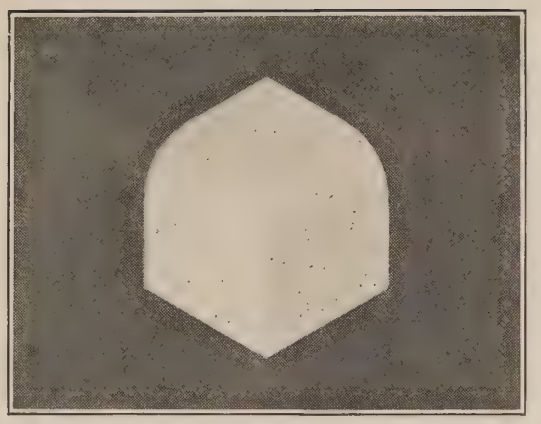
Shape No. 2510—Bullnose Internal



Shape No. 2519—Bullnose Starter and Stop

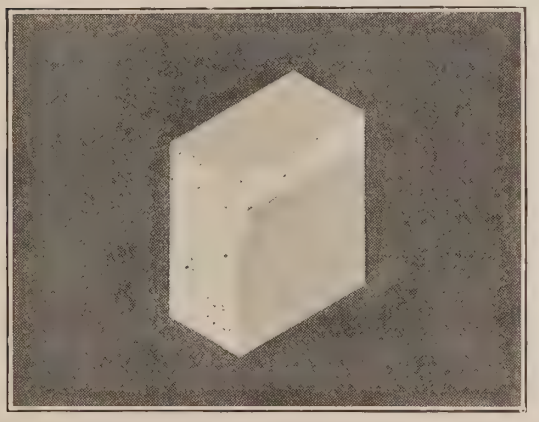


Shape No. 2520—Bullnose Double

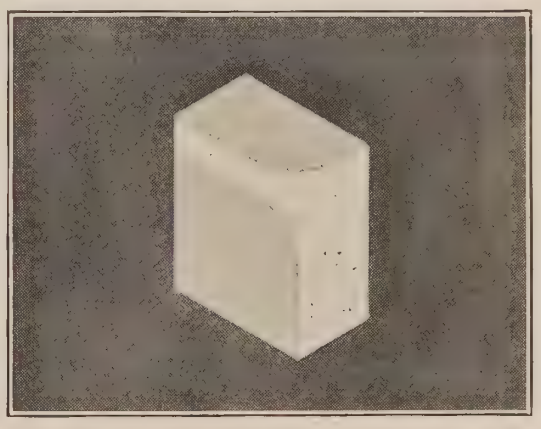


Shape No. 2502—Bullnose External Square Return

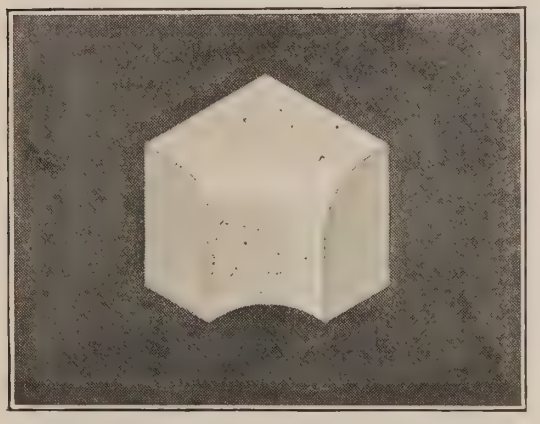
Shape No. 2503—Bullnose External Round Return



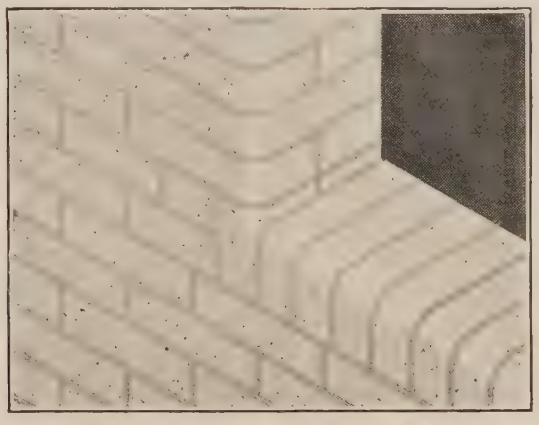
Shape No. 2506-Left. Bullnose Rowlock Sill Mitre



Shape No. 2506-Right. Bullnose Rowlock Sill Mitre

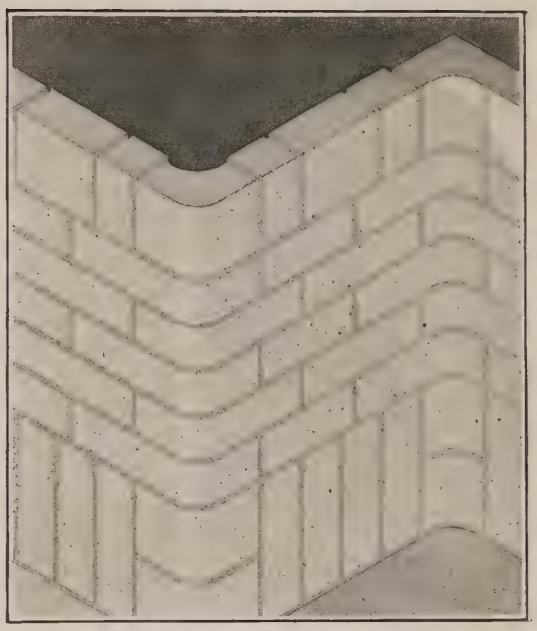


Shape No. 2505—Bullnose Internal Round Return

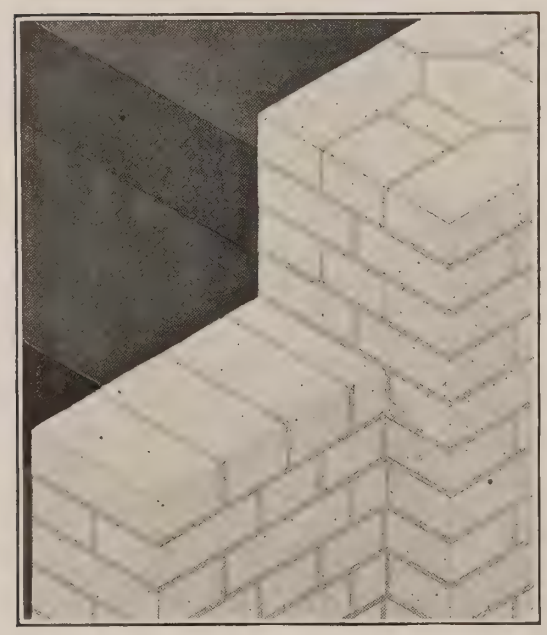


Sill Course Showing use of No. 2506-Left with Jambs and Sill of No. 2500

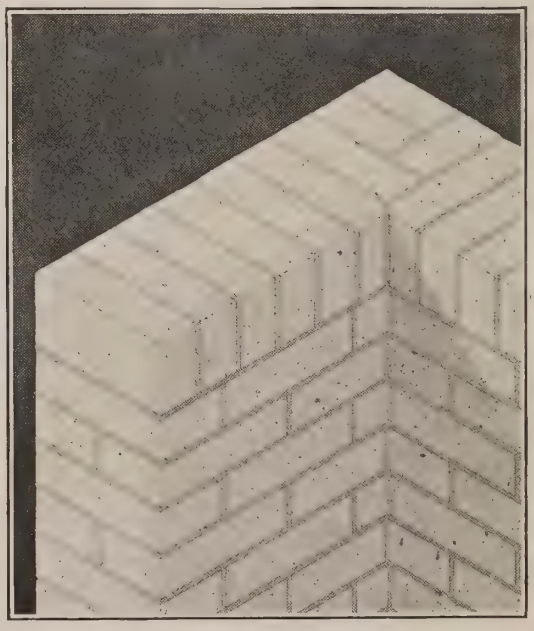
Corner of Wall Showing No. 2600 Brick



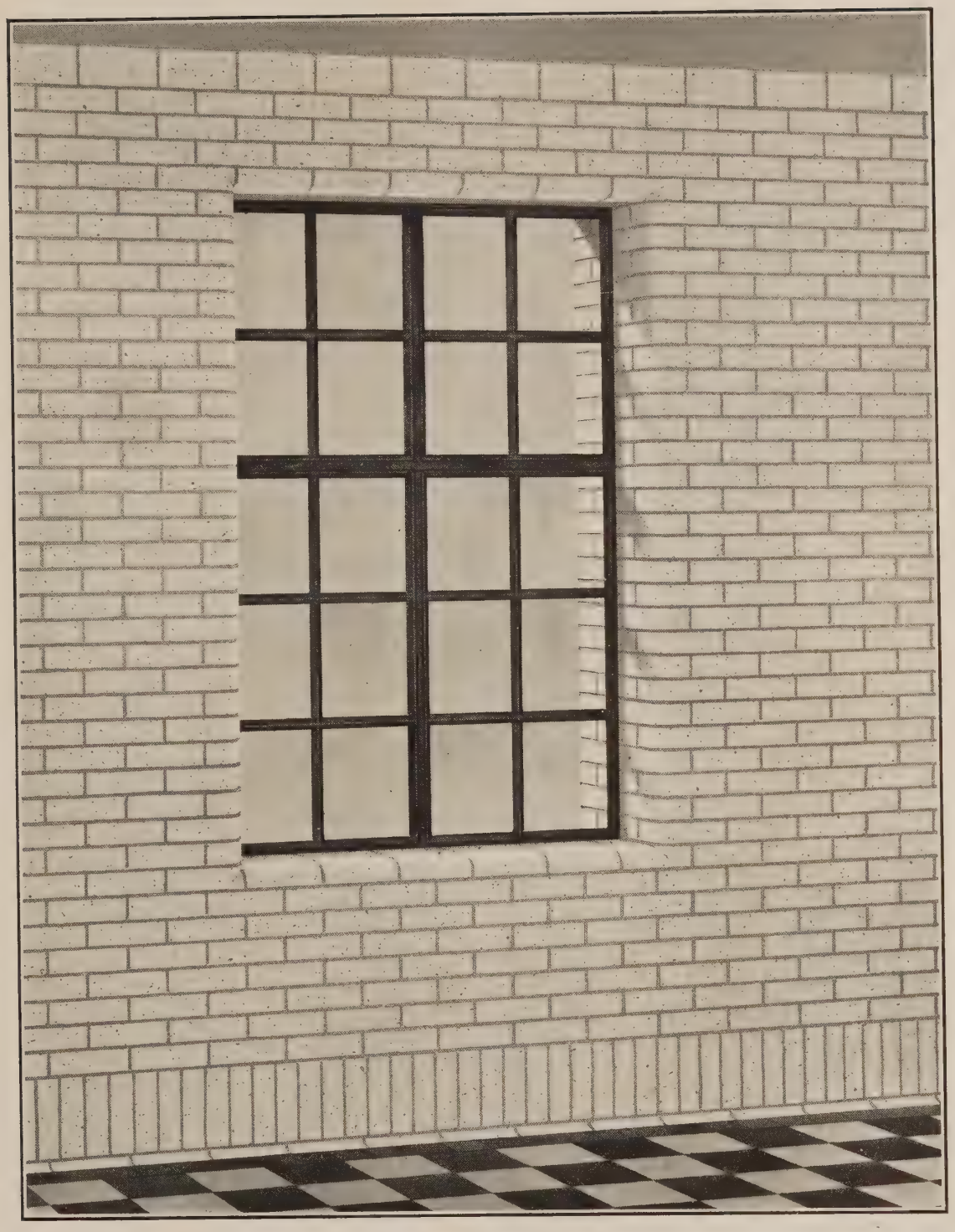
Corner Showing Use of No. 2603; Internal Angle Showing Use of No. 2605



End of Double-Faced Wall Showing Coping of No. 2222; End Brick No. 2332. End of Wall Below Coping No. 2102 Bonded with No. 2122

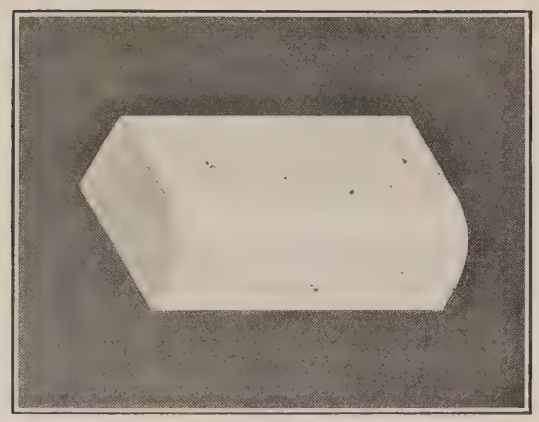


End of Double-Faced Wall Showing Coping No. 2122; End Brick No. 2332. End of Wall Below Coping No. 2102 Bonded with 2122

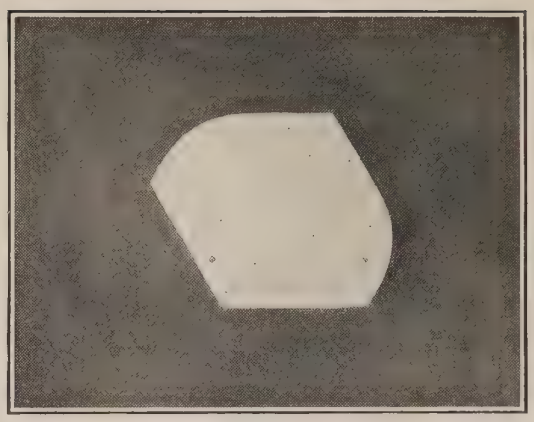


Details, Hy-tex Equitable Brick Interior, No. 1

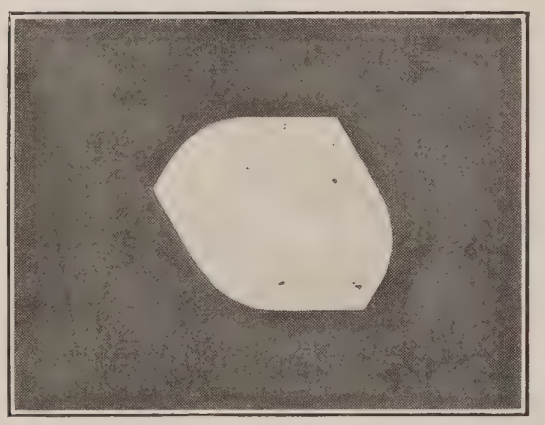
Window sill is formed by the use of Bullnose Flatter Stretcher No. 2700; connections between sill and jamb are made by the use of Bullnose Flat Sill Mitre No. 2706-Right and Bullnose Stretcher Mitre No. 2707-Left. The finish over window is identical except that Bullnose Stretcher Mitre No. 2707-Right and Bullnose Flat Sill Mitre No. 2706-Left are used at either jamb. The jambs are Bullnose External No. 2500. Base is formed by the use of Stretcher No. 2100 on end over Cove Base Stretcher No. 2800 at floor.



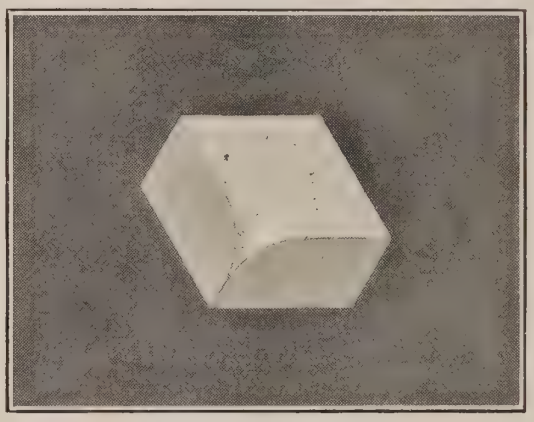
Shape No. 2700—Bullnose Flatter Stretcher



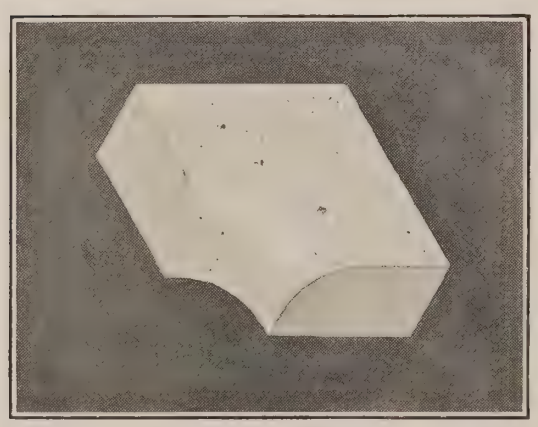
Shape No. 2702—Bullnose Flatter External Square Return



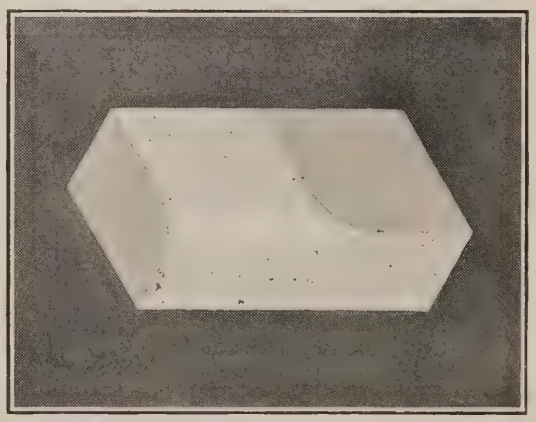
Shape No. 2703—Bullnose Flatter External Round Return



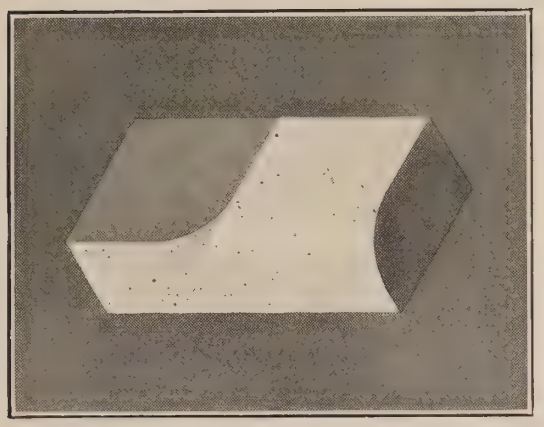
Shape No. 2704—Bullnose Flatter Internal Square Return



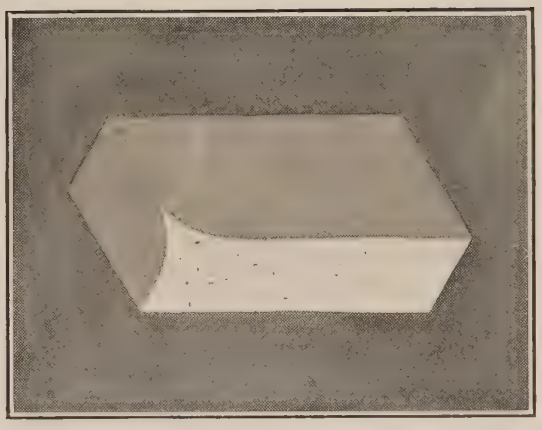
Shape No. 2705—Bullnose Flatter Internal Round Return



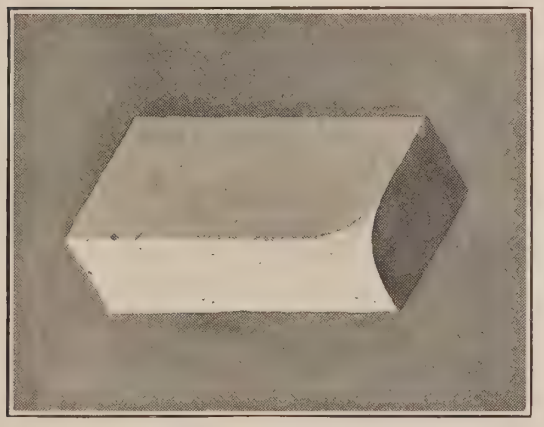
Shape No. 2706-Right. Bullnose Flat Sill Mitre



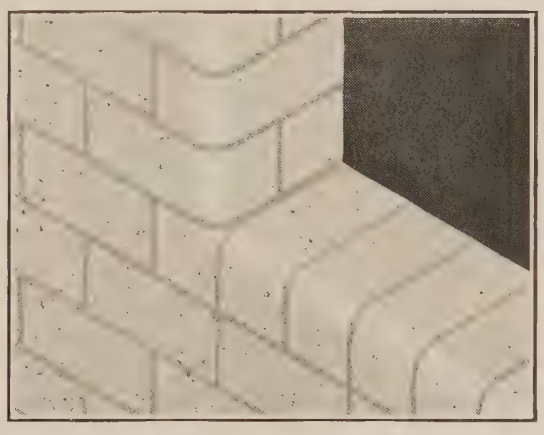
Shape No. 2706-Left. Bullnose Flat Sill Mitre



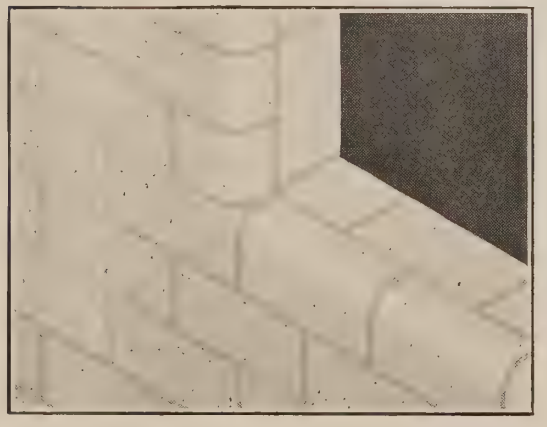
Shape No. 2707-Right. Bullnose Stretcher Mitre



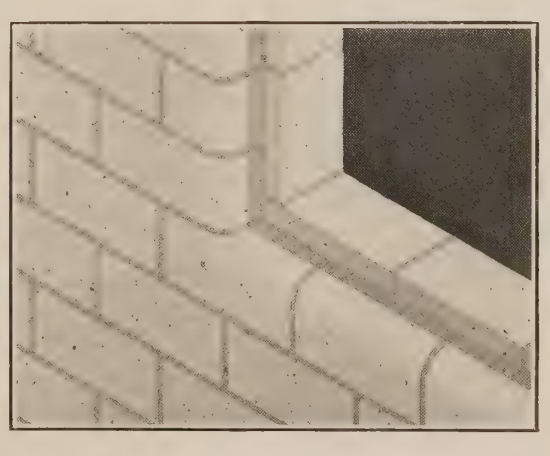
Shape No. 2707-Left. Bullnose Stretcher Mitre



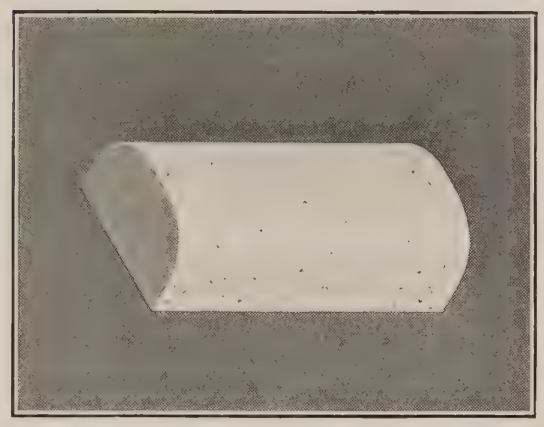
Opening using Corner No. 2704; Jambs and Sill of No. 2233—Special



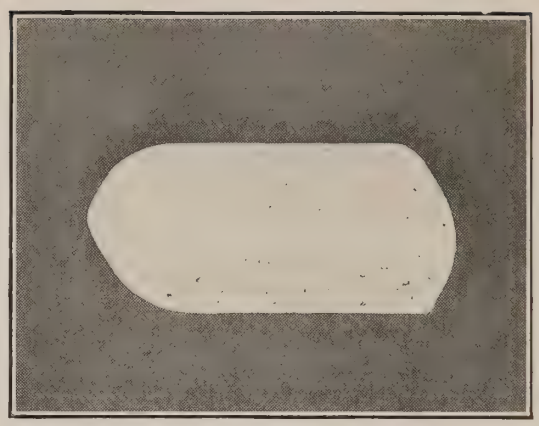
Opening using as Corner No. 2207-Left, Jamb No. 2203; Sill No. 2700, combined in Jamb with No. 2200



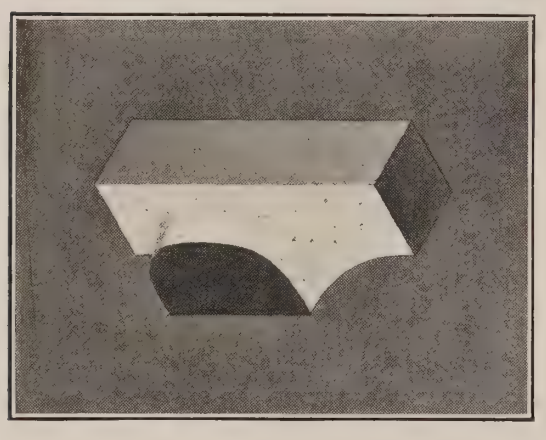
Opening using as Corner No. 2206-Left; Jamb, No. 2203; Sill No. 2700; combined with No. 2330 as Jamb Lining



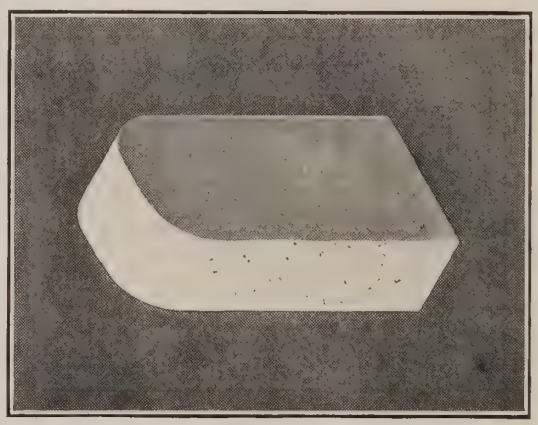
Shape No. 2708—Bullnose Coping for 4-inch Double-Faced Wall



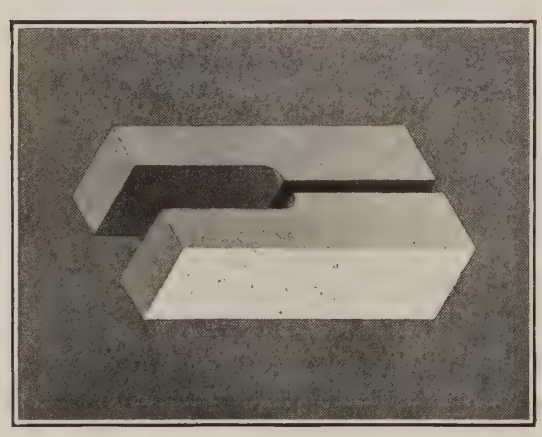
Shape No. 2709—Bullnose Coping Terminal for 4-inch Double-Faced Wall



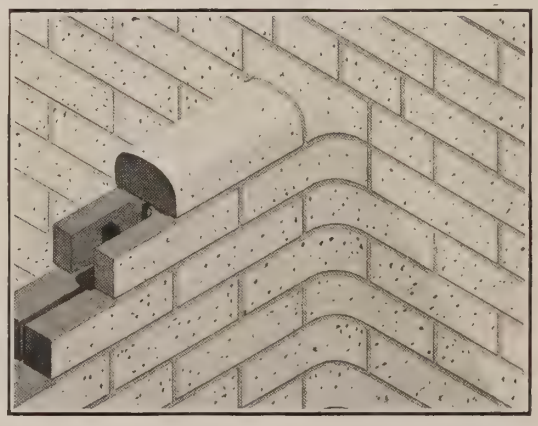
Shape No. 2710—Bullnose Coping Wall Starter for 4-inch Double-Faced Wall



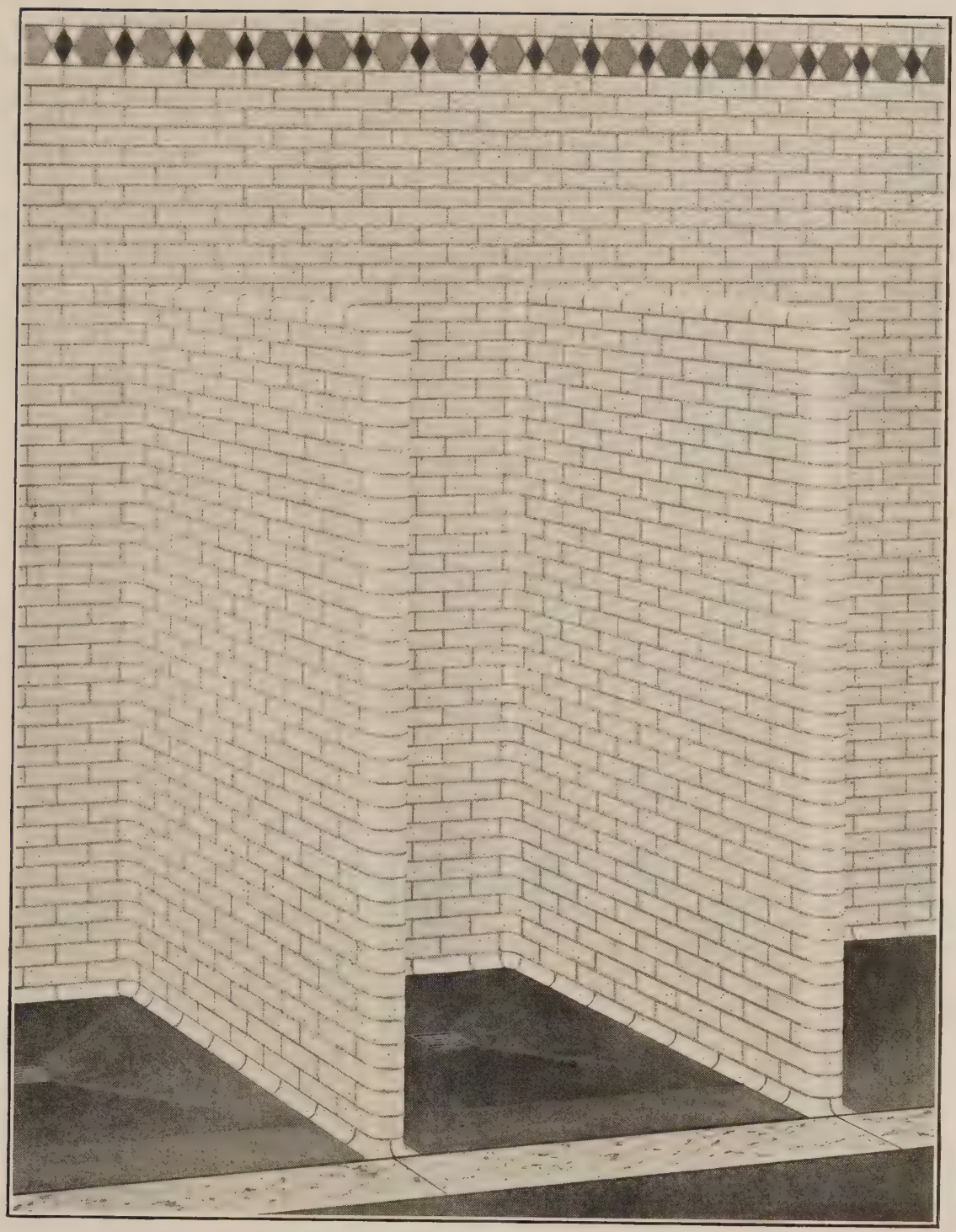
Shape No. 2521—Bullnose Terminal for 4-inch Double Faced Wall



Shape No. 2612—Casings for Reinforcing Bars for 4-inch Double-Faced Wall

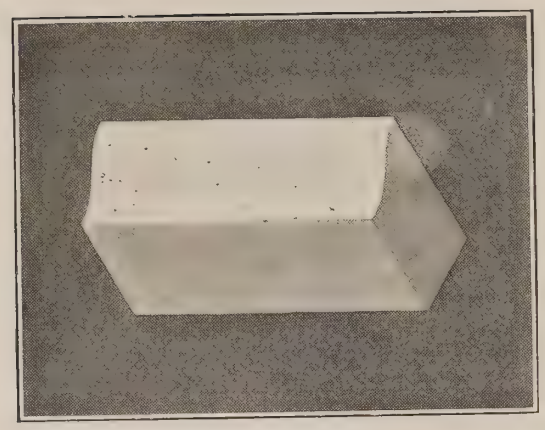


Isometric Showing Combination of Nos. 2708, 2710 and 2612

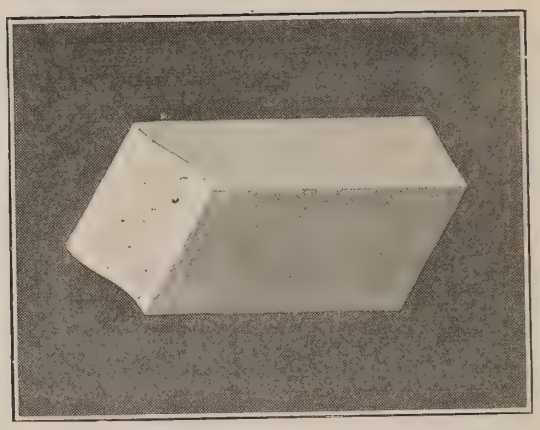


Details, Hy-tex Equitable Brick Interior, No. 2

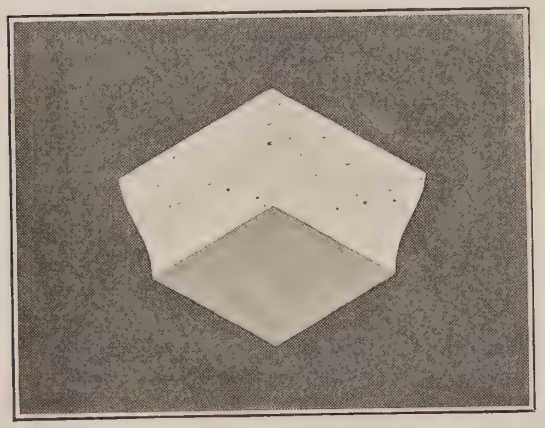
Shower Stall Partitions Made up with No. 2120; Free Ends Formed of No. 2521 Capped with No. 2708; Free End of Cap No. 2709; at Wall End No. 2710; and No. 2612 used in the Wall where Reinforcing Rods Occur; Base of No. 2800 Series; at External Edge of Partition No. 2803-A-Rights and-Lefts; Internal Angles of No. 2805. Mosaic Band in Enamel Brick.



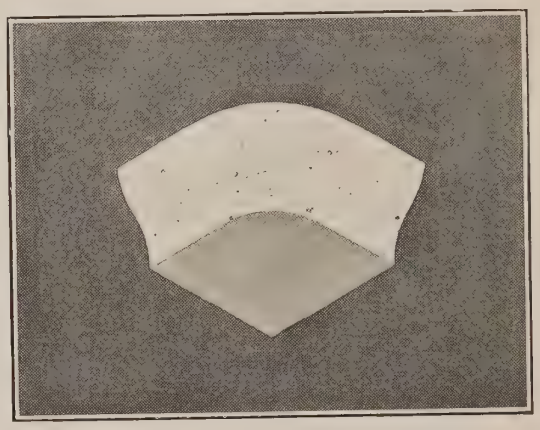
Shape No. 2400—Ogee Stretcher



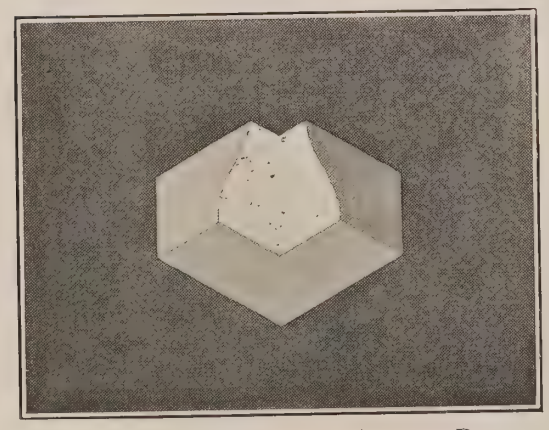
Shape No. 2401—Ogee Header



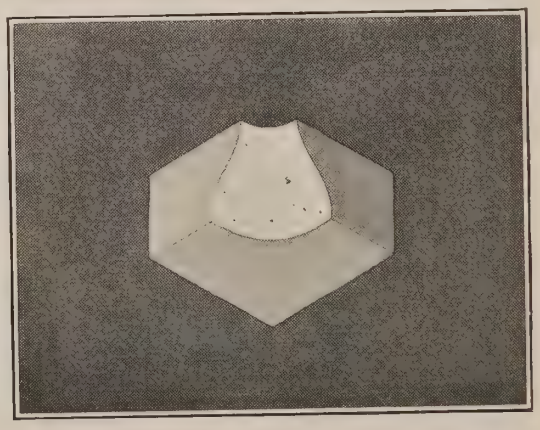
Shape No. 2402—Ogee External Square Return



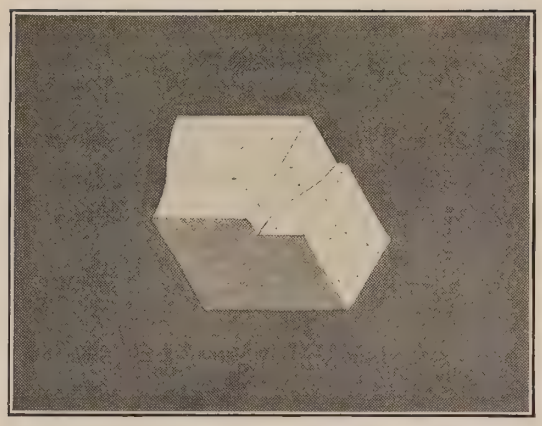
Shape No. 2403—Ogee External Round Return



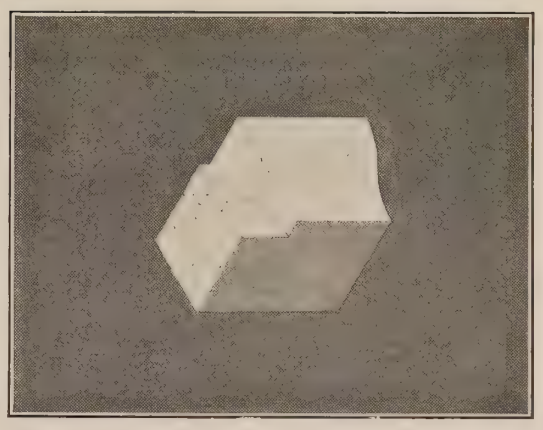
Shape No 2404—Ogee Internal Square Return



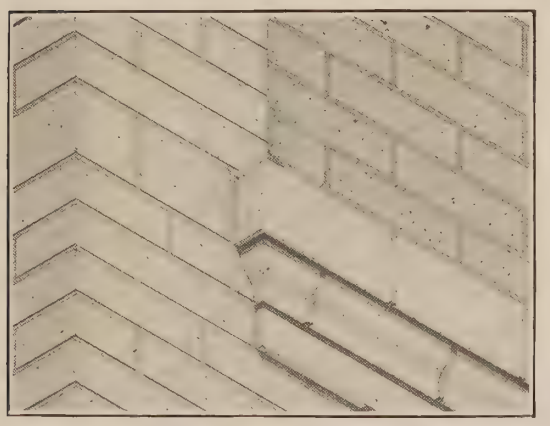
Shape No. 2405—Ogee Internal Round Return



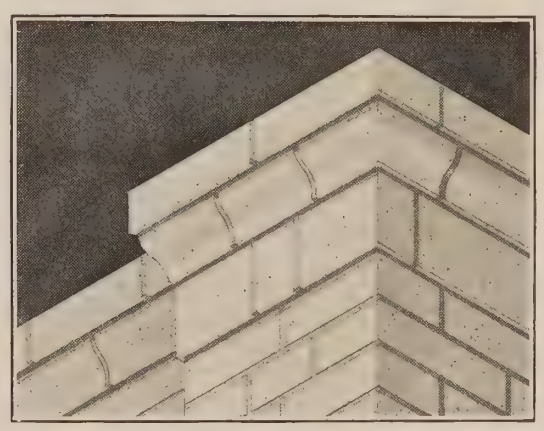
Shape No. 2409-Left. Ogee Square Stop—Special



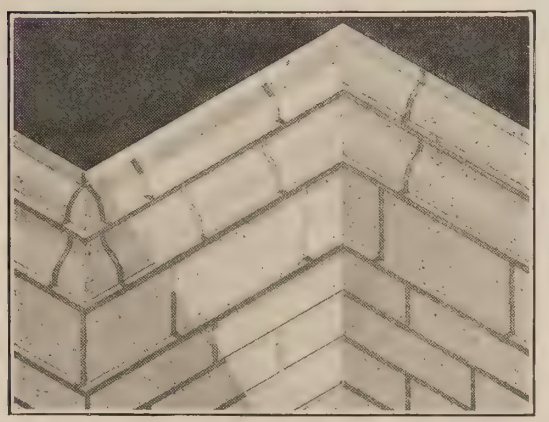
Shape No. 2409-Right. Ogee Square Stop—Special



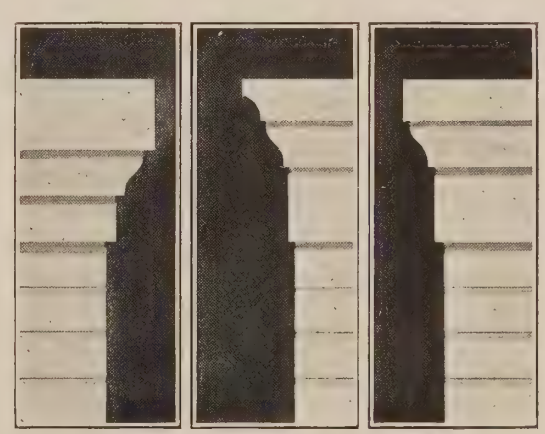
Isometric Showing Cap Composed of Flatter, Ogee and Stretcher Courses, Using Ogee No. 2409-Right for Corner



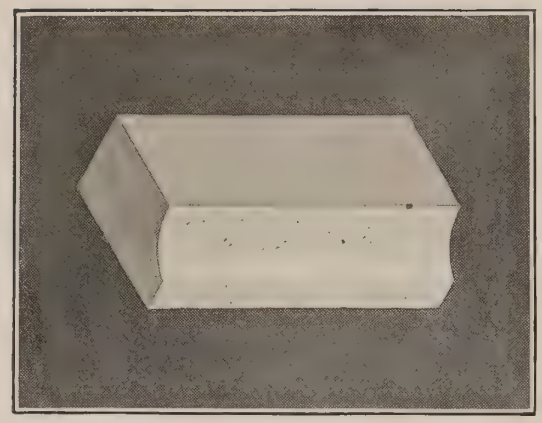
Isometric Showing Stretcher, Ogee and Flatter Courses



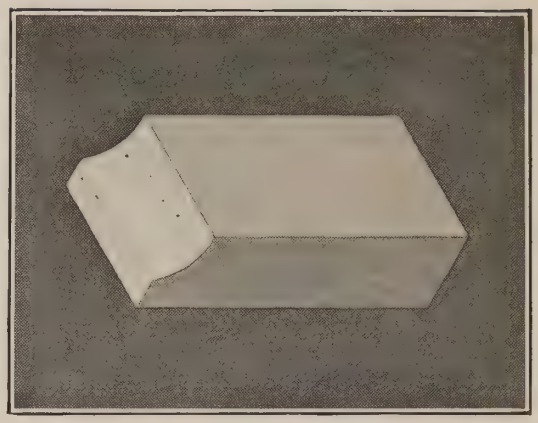
Isometric Showing Cap Composed of Cove Brick (2800 Series), Ogee and Flatter Courses



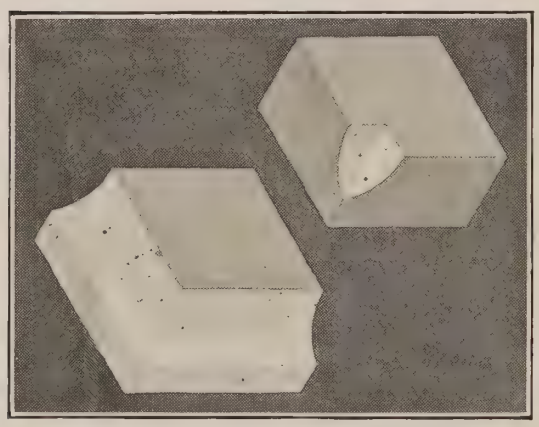
Elevations of Cap Combinations



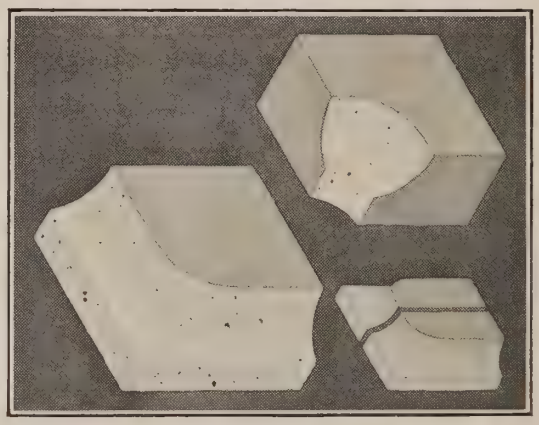
Shape No. 2800—Cove Base Stretcher



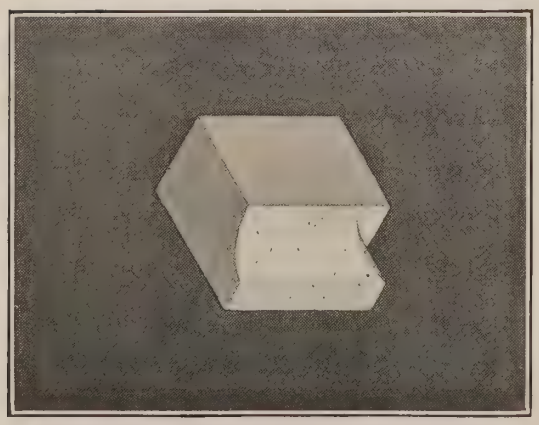
Shaper No. 2801—Cove Base Header



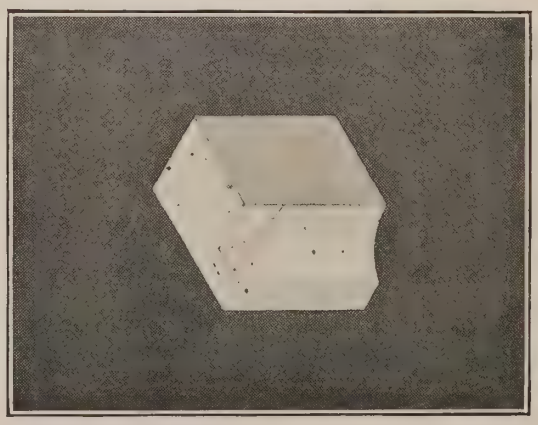
Shape No. 2802—Cove Base External Square Return (at Left)
Shape No. 2804—Cove Base Internal Square Return (at Right)



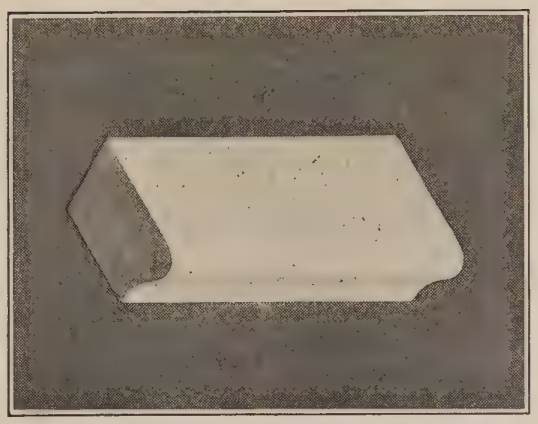
Shape No. 2803—Cove Base External Round Return (at Left)
Shape No. 2805—Cove Base Internal Round Return (at Top)
Shape No. 2803-A-Right and 2803-A-Left—Used for Free End of 4-inch Partition (at Right)



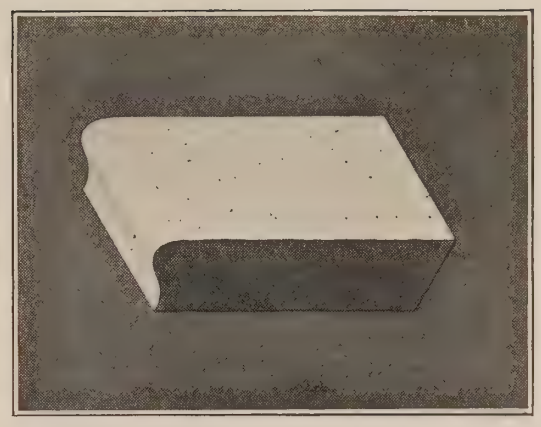
Shape No. 2809-Left. Cove Base Square Stop



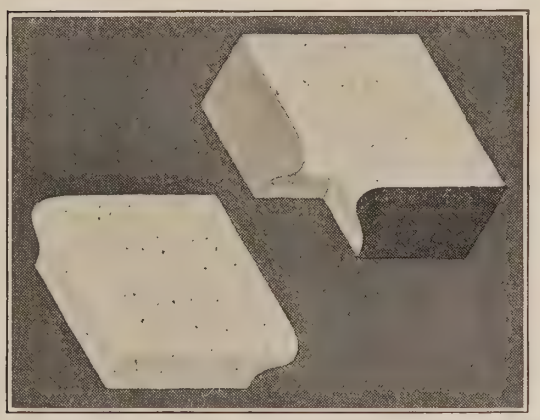
Shape No. 2809-Right. Cove Base Square Stop



Shape No. 2900—Cap Mould Stretcher

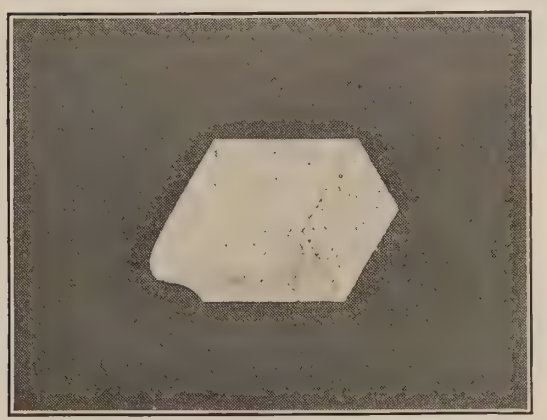


Shape No. 2901—Cap Mould Header

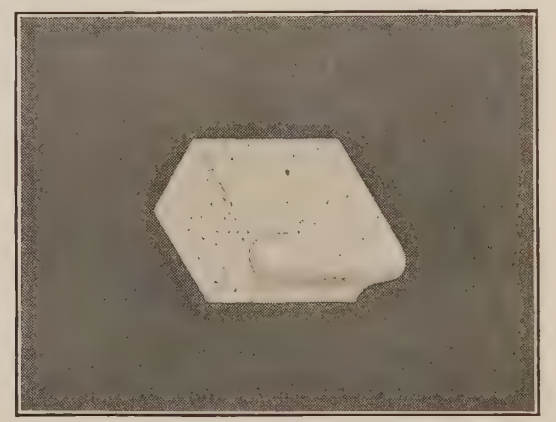


Shape No. 2902—Cap Mould External Square Return (at Left)
Shape No. 2904—Cap Mould Internal Square Return (at Right)

Shape No. 2903—Cap Mould External Round Return (at Left)
Shape No. 2905—Cap Mould Internal Round Return (at Right)



Shape No. 2909-Left. Cap Mould Square Stop



Shape No. 2909-Right. Cap Mould Square Stop

POLYCHROMATIC DECORATION: A BROCHURE SERIES PRESENTED BY THE HYDRAULIC-PRESS BRICK COMPANY

VOL. I, NO. 1 . . . SHAPE BOOK
VOL. I, NO. 2 . COMMERCIAL INTERIORS
VOL. I, NO. 3 . COMMERCIAL EXTERIORS
VOL. I, NO. 4 . VESTIBULES AND COURTS
VOL. I, NO. 5 . . EQUITABLE BOOK

HYDRAULIC-PRESS BRICK COMPANY

Main Office: SAINT LOUIS, MISSOURI
Central National Bank Building

GEORGE A. BASS, *President*
F. W. MILES, *Vice-President* H. E. STRINGER, *Vice-President*
A. B. LYON, *Sec'y & Treas.* W. W. ALLEN, *Ass't Secy. & Treas.*
F. C. ASCHEMEYER, *General Sales Manager*

Branch Offices and Exhibit Rooms

BALTIMORE, MD.
Munsey Building
B. W. Figgins, Representative

CHICAGO, ILL.
Chamber of Commerce Building
W. P. Varney, Manager

CLEVELAND, OHIO
5005 Euclid Ave.
J. F. O'Connor, Sales Manager

DAVENPORT, IOWA
Putnam Building
C. W. Irwin, Manager

DUBOIS, PA.
Deposit National Bank Building
A. F. Osmond, Manager

INDIANAPOLIS, IND.
Board of Trade Building
E. C. Hervey, Manager

KANSAS CITY, MO.
Rialto Building
O. H. Hodson, Manager

MINNEAPOLIS, MINN.
Baker Building
H. F. Williams, Manager

NEW YORK CITY
Architects Building
Fredenburg & Lounsbury

OMAHA, NEB.
Woodmen of World Building
H. W. Bubb, Sales Manager

PEORIA, ILL.
Lehmann Building
V. H. Cartwright, Manager

PHILADELPHIA, PA.
Otis Building
J. M. Crowell, Manager

ROSEVILLE, OHIO
George C. Earle, Manager

WASHINGTON, D. C.
Colorado Building
H. E. Stringer, Vice-President

Leading Creators of Colors and Textures in Face Brick

Hy-tex

The Standard of Quality in Brick